

From: "Blair Taylor" <btaylor@memphistomorrow.org>
To: "William Gibbons (wgibbons)" <wgibbons@memphis.edu>
"Ben Adams" <badams@bakerdonelson.com>
Date: 6/29/2017 1:02:13 PM
Subject: RE: Misc.

All sounds good. And I just received the reworked/updated recruit-retain contract from alex and will review and copy you.

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From: William Gibbons (wgibbons) [mailto:wgibbons@memphis.edu]
Sent: Thursday, June 29, 2017 12:00 PM
To: Ben Adams <badams@bakerdonelson.com>; Blair Taylor <btaylor@memphistomorrow.org>
Subject: Misc.

Three things:

1. You may have noticed that the media release this morning had a new look - namely being issued by both the Crime Commission and the PSI. We have finally transitioned to this. (University bureaucracy takes awhile.) You will recall that, under the agreement, the PSI is to generate crime data analysis, so Linda and I are really wearing that hat in generating crime data-related media releases. Also, the U of M really wants the PSI to start getting some exposure.
2. You will recall that we've had a working group focused on implementing the communications campaign on gun crime. Ursala Madden, Howard Robertson, and Steven Reid have been driving forces on the creative side. Once the state legislation passed, the group got in high gear. There will be a "soft" unveiling of the message at tonight's Yo Gotti concert, and an official unveiling will occur in July. I don't know much about social media, but apparently every concert attendee will get a message on his or her cell phone !
3. It is clear the U.S. Attorney's office is ready to engage in a more aggressive stance on gun crime. Amy and Larry Laurenzi have agreed on a rewording of OSC plan Objective B6 dealing gun crime and the communications campaign. The rewording reflects more of a federal participation. I will present the proposed rewording at our executive committee meeting, then

at the full board meeting.

Bill Gibbons

Executive Director

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